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**STATE OFFICE OF SUICIDE PREVENTION JOINS CRISIS CALL CENTER IN
SUPPORT OF NATIONAL SUICIDE PREVENTION WEEK, SEPTEMBER 10-16**

August 25, 2006 (*Carson City, Nev.*) – Nevadans are invited to attend the World Suicide Prevention Day Education and Awareness Forum in Reno, on Sunday, September 10 at 1:00 p.m. at the Washoe County Library Auditorium in Reno. The free community event is hosted by the state Office of Suicide Prevention and Reno-based Crisis Call Center as part of National Suicide Prevention Week, September 10-16.

This educational forum will be held as part of a national and statewide effort to raise awareness about suicide prevention. For information about other local events, please see the list of advocate contacts at the end of this news release.

"The message for National Suicide Prevention Week and beyond is that suicide can be prevented," said Misty Allen, State Suicide Prevention Coordinator.

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Allen continued, “We’re kicking off this important week with a community forum to educate concerned citizens and invite them to share ideas on how suicide impacts northern Nevada and what is needed to improve the situation.”

The forum is designed to help people recognize the warning signs of suicide, and to encourage people in crisis – and their loved ones – to call the Crisis Call Center’s toll-free crisis hotline, 1-877-885-HOPE (4673), or the National Suicide Prevention Lifeline, 1-800-273-TALK (8255) in a time of need.

In Nevada, more than 432 people died by suicide in 2004. Across the country, someone dies by suicide every 17 minutes, accounting for more than 30,000 deaths annually. In the United States, more people die by suicide than by homicide. In Nevada, more people die by suicide than by homicide or automobile accidents. Worldwide, suicide accounts for nearly half of all violent deaths – nearly one million fatalities each year – according to the World Health Organization.

“As part of our local efforts to reduce suicide, Crisis Call Center is joining together with our state partner for this important event,” said Kathy Jacobs, Executive Director of Crisis Call Center. “By working together locally and nationally during National Suicide Prevention Week, we are spreading the message that suicide is preventable and help is available for people in crisis.”

Crisis Call Center is one of more than 100 certified crisis centers nationwide that participates in the Lifeline (toll-free at 1-800-273-TALK, and online at

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www.suicidepreventionlifeline.org). The Lifeline is a federally-funded national hotline network of local crisis centers administered by the Mental Health Association of New York City. Launched in January 2005, the Lifeline provides crisis intervention services by trained staff and volunteers to anyone in need 24 hours a day, seven days a week.

In the coming months, the Office of Suicide Prevention will be developing and distributing the Nevada Suicide Prevention Plan to the community and working with local partners to reduce the impact and incidence of suicide in Nevada.

For information about other local events, please see the list of advocate contacts at the end of this news release.

This mission of the Office of Suicide Prevention is to reduce the rates of suicide and suicidal acts in Nevada through statewide collaborative efforts to develop, implement and evaluate a state strategy that advances the goals and objectives of the National Strategy for Suicide Prevention.

The Nevada Department of Health and Human Services promotes the health and well-being of Nevadans through the delivery and facilitation of essential services to ensure that families are strengthened, public health is protected and individuals achieve their highest level of self-sufficiency. Under Director Michael J. Willden, each of the Department's agencies is committed to being accessible and responsive to the public it serves.

Note to media: Please find below local contacts for suicide prevention statewide.

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-page 4 of 4-

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